

## In the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1 – 35 (cancelled without prejudice)

36. (currently amended) An enterprise method, comprising:

using a computer to complete the steps of:

preparing data representative of an enterprise ~~that physically exists for use in~~ for processing,  
and

transforming at least a portion of the data into a model of an enterprise market value by a category of value by completing a plurality of multivariate analyses that utilize said data,  
identifying a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of enterprise market value, and  
outputting said tangible value contributions

where the categories of value are selected ~~from the group consisting of~~ current operation, real option, and market sentiment and combinations thereof,

~~where the model of enterprise market value identifies and outputs a tangible contribution of each of one or more elements of value to each category of value, and~~

~~where the elements of value physically exist and are selected from the group consisting of alliances, brands, channels, customers, employees, intellectual property, partnerships, processes, vendors and combinations thereof.~~

37. (currently amended) The method of claim 36 that further comprises completing activities selected from the group consisting of: identifying a set of changes that will optimize one or more aspects of enterprise financial performance, ~~creating a management report, valuing an enterprise market sentiment, calculating a real option discount rate, valuing a real option, and valuing a share of enterprise stock~~ using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets associated with the enterprise.

38. (previously presented) The method of claim 37, wherein said one or more aspects of enterprise financial performance are selected from the group consisting of revenue, expense,

capital change, cash flow, real option value, future market value, market sentiment value, market value and combinations thereof.

39. (previously presented) The method of claim 36, wherein the method further comprises completing the plurality of multivariate analyses that are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of a predictive model algorithm and one or more element of value impact summaries for modeling enterprise market value and each of the components of value, determining a net element impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element and combinations thereof.

40. (previously presented) The method of claim 39, wherein the predictive model algorithm is selected from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity, regression; generalized additive; redundant regression network; rough-set analysis; Bayesian; multivariate adaptive regression spline and support vector method.

41. (previously presented) The method of claim 36, wherein the data representative of the enterprise are obtained from systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems,

purchasing systems, web site systems, the Internet, external databases and combinations thereof.

42. (currently amended) The method of claim 36, wherein ~~the method further comprises using one or more composite applications to complete the processing~~ enterprise physically exists and the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

43 - 45. (cancelled without prejudice)

46. (currently amended) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a processor in the computer to perform a series of steps, comprising:

preparing data representative of an organization ~~that physically exists for use in~~ for processing, transforming at least a portion of the data into a causal model of each of one or more categories of an organization value that identify and output a tangible value contribution of each of one or more elements of value to a value of a current operation, and a real option category of value and optionally a market sentiment category of value, and reporting the value contribution of the elements of value using an electronic display or a paper document.

47. (currently amended) The program storage device of claim 46, wherein the organization physically exists and the elements of value physically exist and are selected from the group consisting of ~~alliances,~~ brands, channels, customers, employees, ~~intellectual property, partnerships, processes,~~ production equipment, vendors and combinations thereof.

48. (previously presented) The program storage device of claim 46, wherein the tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to a category of value net of any element of value impacts on other elements of value.

49. (previously presented) The program storage device of claim 46, wherein determining the tangible value contribution for each of the one or more elements of value to the real option category of value further comprises:

identifying one or more elements of value that make a causal contribution to an organization market value,

computing a difference between a real option value calculated using a company cost of capital as the discount rate and a value calculated using a real option discount rate comprised of a base discount rate plus a risk factor for each element of value that makes a causal contribution to organization market value; and

assigning the value difference to the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

50. (previously presented) The program storage device of claim 46, wherein the element of value contributions are identified by learning from the data.

51. (previously presented) The program storage device of claim 46, wherein a discount rate for a real option category of value valuation comprises a base discount rate plus a risk factor for each element of value that makes a causal contribution to an organization market value.

52. (previously presented) The program storage device of claim 46, wherein determining the tangible value contribution for each of the one or more elements of value further comprises:

- a) identifying one or more value drivers for each element of value,
- b) developing one or more element impact summaries from said value drivers for an organization market value and each of one or more components of value,
- c) identifying a best fit combination of the element impact summaries and a predictive model algorithm for modeling the organization market value and each of the components of value,
- d) determining a relative strength for each of the elements of value causal to an organization market value change vis a vis competitors,
- e) calculating a real option discount rate using the relative element strength information for the elements of value that support the real option,
- f) calculating a real option value and identifying a contribution to real option value by element of value using said real option discount rate, and
- g) identifying a net element of value contribution to the organization market value by category of value by combining the results from the processing completed in steps a through f.

53 - 54. (cancelled without prejudice)

55. (currently amended) A future market value method, comprising:  
using a computer to complete the steps of:  
preparing data representative of an organization ~~that physically exists for use in~~ for  
processing, and  
transforming at least a portion of the data into a causal model of each of one or more  
categories of an organization value,  
~~calculating that calculate and output~~ a tangible value contribution of each of one or more  
elements of value to a future market value and to a value of each of the categories of  
organization value using said model, and  
outputting the tangible value contribution of each of the one or more elements of value to the  
future market value and to the value of each of the categories of organization value  
where the categories of organization value comprise a current operation and a category of  
value selected from the group consisting of real options, market sentiment and  
combinations thereof, and  
where the elements of value physically exist and are selected from the group consisting of  
alliances, brands, channels, customers, employees, intellectual property, partnerships,  
processes, vendors and combinations thereof.

56. (previously presented) The method of claim 55, wherein a discount rate for a real option  
category of value valuation comprises a base discount rate plus a risk factor for each element of  
value that is causal to an organization market value.

57. (previously presented) The method of claim 55 that is enabled by the use of a flexible system  
architecture where said architecture further comprises data that has been integrated in  
accordance with a common xml schema and independent components of application software  
that can be combined to process said data as required to produce useful results.

58. (currently amended) The method of claim 55, wherein the contribution for each of the one or  
more elements of value to the value of each of the one or more categories of value further  
comprises a direct element of value contribution to the category of value net of any element of  
value impacts on other elements of value that contribute to said category of value.

59. (previously presented) The method of claim 55, wherein the causal models of the one or  
more categories of organization value further comprises models selected from the group

consisting of predictive component of value models, predictive market value models, relative element strength models, real option discount rate models, real option valuation models, market sentiment models and combinations thereof.

60. (currently amended) The method of claim 55, wherein the ~~contribution for each of the one or more elements of value further comprises a direct contribution to a value of all of the categories of value net of any impact on the other elements of value~~ organization physically exists and the elements of value physically exist and are selected from the group consisting of customers, employees, processes and vendors.

61 - 75. (cancelled without prejudice)

76. (new) An enterprise system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to:

prepare data representative of an enterprise for processing,

transform at least a portion of the data into a model of an enterprise market value by a category of value by completing a plurality of multivariate analyses that utilize said data,

identify a tangible value contribution of each of one or more elements of value to a value of each of the categories of value using said model of enterprise market value, and  
output said tangible value contributions

where the categories of value are current operation, real option, and market sentiment.

77. (new) The system of claim 76, wherein the sequence of instructions when executed cause the processor to complete one or more additional activities selected from the group consisting of: identifying a set of changes that will optimize one or more aspects of enterprise financial performance, using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets.

78. (new) The system of claim 77, wherein the one or more aspects of enterprise financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, real option value, future market value, market sentiment value, market value and combinations thereof.

79. (new) The system of claim 76, wherein the enterprise physically exists and the elements of value physically exist where the elements of value are selected from the group consisting of customers, employees, processes and vendors.

80. (new) The system of claim 76, wherein the model of enterprise market value further comprises a combination of one or more causal models selected from the group consisting of up to three predictive component of value models, a real option valuation model and a market sentiment model.

81. (new) The system of claim 76, wherein preparing the data for processing further comprises integrating said data in accordance with a common schema where the common schema is defined by a CORBA metadata or an xml metadata standard.

82. (new) An enterprise management system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with one or more sequences of instructions stored therein, which when executed cause the processor to:

prepare data representative of an enterprise for processing,

transform at least a portion of the data into a model of each of one or more categories of an organization value that identify and output a tangible value contribution of each of one or more elements of value to a value of the categories of value, and

report the value contribution of the elements of value using an electronic display or a paper document

where the categories of value are a current operation, a real option category of value and optionally a market sentiment category of value.

83. (new) The system of claim 82, wherein the enterprise physically exists and the elements of value physically exist where said elements of value are selected from the group consisting of customers, employees, production equipment, vendors and combinations thereof.

84. (new) The system of claim 82, wherein the sequence of instructions when executed cause the processor to complete one or more additional activities selected from the group consisting of: identifying a set of changes that will optimize one or more aspects of enterprise financial performance, using the tangible value contributions for each element of value to calculate a

value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets.

85. (new) The system of claim 82, wherein the models of each of the one or more categories of organization value further comprises one or more causal models.

86. (new) The system of claim 82, wherein the tangible value contribution for each of one or more elements of value to each of the one or more categories of value further comprises a direct element contribution to the category of value net of any element of value impacts on other elements of value.

87. (new) The system of claim 82, wherein determining the tangible value contribution for each of the one or more elements of value to the real option category of value further comprises:  
identifying the one or more elements of value that make a causal contribution to an organization market value,  
computing a difference between a real option value calculated using a company cost of capital as a real option discount rate and the real option value calculated using a base discount rate plus a risk factor for each element of value that makes a causal contribution to the organization market value as the real option discount rate; and  
assigning the value difference to each of the different elements of value based on their relative contribution to a calculated difference in the two discount rates.

88. (new) A non-transitory program storage device readable by a computer, tangibly embodying a program of instructions executable by a processor in the computer to perform a series of analysis steps, comprising:  
preparing data representative of an enterprise for processing,  
transforming at least a portion of the data into a causal model of each of one or more categories of an enterprise value,  
calculating a tangible value contribution of each of one or more elements of value to a future market value and to a value of each of the categories of enterprise value using said model, and  
outputting the tangible value contribution of each of the one or more elements of value to the future market value and to the value of each of the categories of enterprise value



where the categories of enterprise value comprise a current operation and a category of value selected from the group consisting of real options, market sentiment and combinations thereof.

89. (new) The program storage device of claim 88, wherein a discount rate for a real option category of value valuation comprises a base discount rate plus a risk factor for each element of value that is causal to an organization market value.

90. (new) The program storage device of claim 88, wherein the program of instructions when executed cause the processor to complete one or more additional activities selected from the group consisting of: identifying a set of changes that will optimize one or more aspects of enterprise financial performance, using the tangible value contributions for each element of value to calculate a value for each element of value and creating a balance sheet report that includes the value for each of the elements of value and a value for each of one or more financial assets.

91. (new) The program storage device of claim 88, wherein the contribution for each of the one or more elements of value to the value of each of the one or more categories of value further comprises a direct element of value contribution to the category of value net of any element of value impacts on other elements of value that contribute to said category of value.

92. (new) The program storage device of claim 88, wherein the models of each of the one or more categories of organization value further comprises one or more causal models.

93. (new) The program storage device of claim 88, wherein the enterprise physically exists and the elements of value physically exist where said elements of value are selected from the group consisting of customers, employees, processes and vendors.